

VISNU GHOSH

EXPERIENCE DESIGNER

310.621.0043

21218/SF Bay Area

PORTFOLIO

EMAIL

LINKEDIN

I am an **experience designer** with 6+ years of business strategy and data analysis experience in Fintech and Legaltech industries. My career switch into UX was inspired by my desire to **help people overcome challenges and accomplish what is important to them.** My diverse experience makes me a well rounded researcher and designer.

RELEVANT SKILLS

- Figma
- Photoshop
- LucidChart
- Mural
- Google Suite
- Webflow
- Trello/ Jira
- Notion
- Heuristic evaluation
- Competitive analysis
- Comparative analysis
- Problem framing
- User interviews
- Personas
- Journey mapping
- Service design blueprint
- Card sort
- Site mapping
- User flows
- Usability tests
- Sketching
- Storyboaring
- Wireframing
- Prototyping

EDUCATION

General Assembly

UX Design Immersive
Completed: 1/2021

University of California San Diego

B.A. Economics
Minor: Human Rights
Completed: 6/2012

RELEVANT PROJECT & WORK EXPERIENCE

General Assembly - UX Design Immersive, Remote 9/2020 - 1/2021

UX DESIGN APPRENTICE - BRIDGECARE (CLIENT PROJECT)

Collaborated on team of 3 on a 3 week design sprint for our client BridgeCare. Researched, synthesized, designed, and presented our redesign proposal for the childcare search platform, to the BridgeCare leadership team. Conducted user interviews, site evaluation and usability tests, co-created stakeholder mapping, service design blueprint, design studio, low / medium / high fidelity wireframes, and prototype. Coordinated regular check ins for project updates, as the primary client liaison.

One Legal LLC, Petaluma, CA & Remote 2/2016 - 7/2019

CUSTOMER AND MARKET INSIGHTS ANALYST | BUSINESS ANALYST

Created and launched a customer research repository to centralize existing research findings, tag them to identify patterns, disseminate insights on a weekly basis, and organize future research considerations. Increased visibility of customer pain points by facilitating customer empathy workshops. Collaborated with team managers to define business strategy, KPI's, and formulated relevant business questions/ hypotheses for analysis based on the most current customer insights. Led R&D/Special Project team of engineers to develop an MVP of an operational dispatch mobile app decreasing time for daily reconciliation by ~17 mins a day / per operational employee.

Intuit Inc. , Mountain View, CA 8/2012 - 4/2015

ROTATIONAL DEVELOPMENT PROGRAM ASSOCIATE - DATA ANALYSIS

Provided insights derived from tactical A/B testing initiatives, quantitative, and qualitative customer behavior research and ad hoc analyses to ensure the success of the TurboTax go-to-market strategy. Participated in exploratory analogous research to verify the potential demand for an upsell feature idea within the customer support experience. Observed eye-tracking studies to verify content placement and fine-tune in product marketing promotions.